

Message Text

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43

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 AGR-20 CIAE-00 INR-11 NSAE-00

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TO SECSTATE WASHDC PRIORITY 8592

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INFO AMEMBASSY VIENNA

UNCLAS SOFIA 1612

E.O. 11652: NA

TAGS: BEXP, ETRU, BU

SUBJECT: PLOVDIV FAIR: HIGHLIGHTS

STATE PASS USDA FOR ASSTSEC LONG AND ARS (EDMINSTER)

STATE FOR EUR AND EB

USDOC FOR DEPUTY UNDER SEC. PANTOS AND BEWT (ABRAHAMSON/
STECHSCHULTE/MATHES)

USIA FOR ICS/E AND IEE

USINFO FOR IBS/PE AND BULGARIAN SERVICE

VIENNA FOR EWTC AND REX

1. ATTENDANCE RATE AT U.S. PAVILION HIT FAIR-LONG HIGH MORNING
TUESDAY, 10 SEPT WITH ESTIMATED 6,900 PER HOUR VISITORS TO PAVILION.
TOTAL ATTENDANCE ESTIMATED 35,000 TUESDAY, SECOND DAY OF THREE-DAY
NATIONAL HOLIDAY MARKING 30TH ANNIVERSARY OF "SOCIALIST REVOLUTION"
IN BULGARIA. TOTAL ATTENDANCE AT PAVILION TO DATE ESTIMATED AT
235,000.

2. STAMEN STAMENOV, MINISTER OF NATURAL RESOURCES, CAME TO
PLOVDIV ESPECIALLY TO TOUR U.S. PAVILION AFTER SEEING EXHIBIT ON
U.S. AGRICULTURE WHICH REFERRED TO AMERICAN PARTICIPATION AT
PLOVDIV IN AMERICAN EMBASSY WINDOWS IN SOFIA. HE DISCUSSED DRIP
IRRIGATION SYSTEMS WITH ARS SPECIALIST LEVIN, LEARNED FROM ARS
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SPECIALIST PUCKET ABOUT THE MODEL "AD LIBITUM" COW FEEDER AND HEARD

EXPLANATION OF "BACON BIN". STAMENOV DISCUSSED EQUIPMENT WITH REPRESENTATIVES OF CHARLES MACHINE WORKS, TOWNER MANUFACTURING COMPANY, HESSTON CORPORATION AND COMPUTER DESIGN CORPORATION. HE ALSO PAID SPECIAL ATTENTION TO MILK COOLING TANK AND DRY BLAST PEENING (CLEANING CABINET) DISPLAYED BY ZERO MANUFACTURING COMPANY.

3. VURBAN DZHAMBOV, DEPUTY MINISTER OF AGRICULTURE, MADE HIS THIRD VISIT TO U.S. PAVILION TUESDAY. THIS TIME HE SPENT HALF AN HOUR TALKING WITH LEVIN ABOUT DRIP IRRIGATION SYSTEMS DISPLAYED IN USIA CORE EXHIBIT, FOLLOWING WHICH HE WATCHED FILMS ABOUT HESSTON CORPORATION EQUIPMENT AND DISCUSSED THEM WITH HESSTON REPRESENTATIVES.

4. (NOT FOR PUBLIC USE): MISS JACQUELINE TIDD, SALES MANAGER FOR COMPUTER DESIGN CORPORATION, IN HER FINAL REPORT TO USDOC OFFICIALS COMMENTED: "COMPANY HAS TAKEN PART IN MANY U.S.-SPONSORED SHOWS IN EASTERN EUROPE, BUT THIS WAS FIRST TIME WE HAVE PARTICIPATED JOINTLY IN USIA SHOW. I FEEL IT WORKED OUT VERY WELL. OUR STAND WAS BEST DESIGN I HAVE SEEN TO DATE, AND BEING FENCED OFF TO GENERAL PUBLIC ALLOWED SERIOUSLY INTERESTED PEOPLE TO SEE EQUIPMENT IN COMFORT".
HERZ

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